

## **Listing of Claims**

Please replace any prior claims in the present application with the following:

1. (CURRENTLY AMENDED) Billboard to display an advertising message to be seen simultaneously by several people and to diffuse an odor, said board comprising:

a frame comprised of two vertical posts assembled with two upper and lower horizontal posts, defining a parallelepiped volume in which at least one of two opposite large faces comprises a quadrangular display window bordered by a perimeter marginal zone of a board face and in which volume an advertising message display assembly is arranged facing the window; and

at least one odor diffuser generating an odoriferous stream, installed inside the volume of the frame and associated to an odor diffusing element inside the volume of the frame, said element being comprised of a diffusion chamber receiving the odoriferous stream, said chamber being in communication relation with an opening thereof, ending outside, to diffuse outside the internal volume, an odoriferous stream generated by the diffuser.

2. (PREVIOUSLY PRESENTED) Billboard according to claim 1, wherein said diffusing element is comprised of a body comprising a diffusion chamber receiving the odoriferous stream, said chamber having a first opening arranged opposite the opening in the board, a second opening arranged opposite the internal volume of the board, wherein, in an opening, a fan is placed to drive an air flow from the internal volume of the board

toward said chamber so that this air flow mixes with the odoriferous stream contained in the chamber and that the mixture obtained is driven toward the outside of the board.

3. (CURRENTLY AMENDED) Billboard according to claim 1, wherein said odor diffuser has a mixing head ensuring the mixing of a carrier gas with an odoriferous fluid contained in a suitable container, said mixing head being in communication relation with the diffusion chamber of the diffusing element and having an outlet through which the odoriferous stream obtained is delivered, which is drawn to the diffusing element, to then be driven to the outside of the board.

4. (PREVIOUSLY PRESENTED) Billboard according to claim 2, wherein the diffusing element comprises an inlet of the odoriferous stream into said chamber, connected through a line to the outlet of the head on the odor diffuser.

5. (PREVIOUSLY PRESENTED) Billboard according to claim 4, wherein the first and second openings of the diffusion chamber of diffusing element are facing each other, and that the inlet of the odoriferous stream into said chamber is oblique or perpendicular to a geometric axis secant with the first and second openings, said inlet being oriented toward the first opening.

6. (PREVIOUSLY PRESENTED) Billboard according to claim 3, wherein the odoriferous fluid is comprised of an odoriferous gas, the odor diffuser then comprising an odoriferous compressed gas container, connected through a manifold to the mixing head.

7. (PREVIOUSLY PRESENTED) Billboard according to claim 3, wherein the odoriferous fluid is comprised of a liquid, the odor diffuser comprising then a container of odoriferous liquid connected to the mixing head, said head also ensuring the fractioning of the liquid into fine particles.
8. (PREVIOUSLY PRESENTED) Billboard according to claim 7, wherein the diffused mixture is comprised of a nebulisate, and wherein the odor diffuser is a nebulizer.
9. (CURRENTLY AMENDED) Billboard according to claim 3, wherein the odor diffuser is divided into two separate modules with the first one being comprised of an odor diffuser operation control and command unit and an electric motor driven compressor and the second one consisting of the container and mixing head.
10. (CURRENTLY AMENDED) Billboard according to claim 3, wherein the mixing head is attached onto a rim of the container.
11. (CURRENTLY AMENDED) Billboard according to claim 3, wherein the container and the mixing head are mounted in a support attached in a removable manner into one of the posts of the frame of the board.

12. (PREVIOUSLY PRESENTED) Billboard according to claim 11, wherein the support bears an horizontal spigot end to work together through socketing with the socket end of the mixing head, said spigot end being connected through a line to the compressed gas outlet of a compressor comprised in the odor diffuser.

13. (CURRENTLY AMENDED) Billboard according to claim 11, wherein the support bears a vertical fitting end connecting the outlet port on the mixing head, said fitting end being connected through a line to the diffusing element.

14. (PREVIOUSLY PRESENTED) Billboard according to claim 13, wherein the fitting end is borne in a floating manner by the support and is applied against the outlet port on the mixing head through an elastic component.

15. (PREVIOUSLY PRESENTED) Billboard according to claim 14, wherein the fitting end, through a cylindrical section of its body, limited by an upper shoulder and a lower shoulder, is inserted with clearance into a boring made in an horizontal wing of support, the working clearance giving to said end a limited latitude of axial displacement and pivoting, the mixing head and container being positioned under said wing.

16. (CURRENTLY AMENDED) Billboard according to claim 15, wherein the elastic component is comprised of a spiral spring arranged around the cylindrical section of the body of the fitting end, and mounted in a compressive manner between the horizontal wing of support and the lower shoulder of the fitting end.

17. (CURRENTLY AMENDED) Billboard according to claim 14, further comprising a thrust attached to the horizontal wing of support, protruding downward, under which the upper face of the mixing head is located, said thrust limiting pivoting movement around the spigot end of the mixing head and container in a direction corresponding to the angular distance of the port in relation to the end, the opposite pivoting movement being against the fitting end.

18. (PREVIOUSLY PRESENTED) Billboard according to claim 11, wherein the support is comprised of an adhesion-type removable attachment system in the corresponding post of frame for board, this attachment system working together with at least one of the lateral wings of this post.

19. (CURRENTLY AMENDED) Billboard according to claim 18, wherein the adhesion-type removable attachment system comprises a ~~least~~ clamping pad, mounted at the end of an operating device.

20. (CURRENTLY AMENDED) Billboard according to claim 19, wherein the operating device comprises at least one arm elastically flexible at the distal end of which the clamping pad is placed, and a screw and nut type mechanism onto which the nut is attached in a rigid manner at the proximal end of the arm and onto which the screw is arranged vertically, is inserted into a through-boring made in an upper horizontal wing of the support, said screw being blocked in translation and free in rotation in relation to said

support and said arm running in an oblique manner in relation to the screw and coming to rest against a fixed radial thrust, so that by operating the screw the obliquity of the arm is modified through elastic deformation of said arm, and said arm ~~arms~~ turns and slides on the thrust, which translates into a distancing or closing movement of the pad in relation to the screw.

21. (PREVIOUSLY PRESENTED) Billboard according to claim 20, wherein the arm is inserted through its distal area into an opening made in a lateral vertical wing of the support, one of the upper or lower lip of said opening depending on whether the proximal end of the arm is lower or higher than the distal end, making up the fixed radial thrust.

22. (PREVIOUSLY PRESENTED) Billboard according to claim 21, wherein the operating device comprises two opposite arms having each a clamping pad, which fit into two openings made in the vertical lateral wings of the support.

23. (PREVIOUSLY PRESENTED) Billboard according to claim 22, wherein the operating device comprises two pairs of opposite arms, an upper pair of arms and a lower pair of arms, mechanically linked to each other through a tie bar and a stress transmission link.

24. (PREVIOUSLY PRESENTED) Billboard according to claim 2, wherein the odor diffuser is installed in the diffusion chamber of the diffusing element.

25. (PREVIOUSLY PRESENTED) Billboard according to claim 24, wherein the odor diffuser comprises a substrate impregnated with a volatile odoriferous product that can come in the form of a gel or liquid.

26. (CURRENTLY AMENDED) Billboard according to claim 24, wherein the odor diffuser is comprised of a container containing odoriferous products that can come in the form of crystals, gel, liquid or gas ~~else~~.

27. (PREVIOUSLY PRESENTED) Billboard according to claim 1, wherein the odor diffuser and the diffusing element are lateral to the window and are masked by the perimeter marginal zone of said window.